Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Water PSA – introduction to storyboards and commercials

Check out the examples at:

<http://www.mjgds.org/21stcenturylearning/?p=661>

To summarize, a storyboard helps you:

1. Define the parameters of a story within available resources and time

2. Organize and focus a story

3. Figure out what to use for each part of the story

A storyboard doesn't have to be perfect, it's just a sketch, a draft.

**STORY BOARD CHECKLIST**

Main idea of the commercial is made clear.

Dialogue and/or written explanations are placed where appropriate (slogans, captions, etc.).

 Storyline includes a clear reference to the problem, solution and actions

 Sequence of events is clearly illustrated or written out.

 Commercial is presented in 30 seconds to 1 minute.

 All elements needed for the commercial are included.

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| --- | --- | --- | --- | --- |
| Your Goal is to create a PSA on water.  REMEMBER: PROBLEM – SOLUTION – ACTION(S)  You will be graded on: | | | | |
| CATEGORY | 4 | 3 | 2 | 1 |
| Required Elements | Storyboard included all required elements as well as a few additional elements. | Storyboard included all required elements and one additional element. | Storyboard included all required elements. | One or more required elements was missing from the storyboard. |
| Use of Time | Used time well, commercial was exactly within 30s – 1m | Used time well, commercial was 2 seconds off the time frame | Used time for the commercial was 3 -5 seconds off the time frame | Used time poorly for the commercial. Commercial was more than 5 seconds off the time frame |
| Clarity and Neatness | Storyboard is easy to read and all elements are so clearly written, labeled, or drawn that another student could create the presentation if necessary. | Storyboard is easy to read and most elements are clearly written, labeled, or drawn. Another person might be able to create the presentation after asking one or two questions. | Storyboard is hard to read with rough drawings and labels. It would be hard for another person to create this presentation without asking lots of questions. | Storyboard is hard to read and one cannot tell what goes where. It would be impossible for another person to create this presentation without asking lots of questions. |
| Cooperation | Worked cooperatively with partner all the time with no need for adult intervention. | Worked cooperatively with partner most of time but had a few problems that the team resolved themselves. | Worked cooperatively with partner most of the time, but had one problem that required adult intervention. | Worked cooperatively with partners some of the time, but had several problems that required adult intervention. |
| Creativity | Commercial demonstrated a high level of creativity. It was exciting and interesting. The commercial made you want to take action | Commercial demonstrated a moderate level of creativity. It was interesting. The commercial almost made you want to take action | Commercial demonstrated some level of creativity. It might have been interesting. The commercial did not make you want to take action | Commercial demonstrated little or no level of creativity. It was not interesting. The commercial did not make you want to take action |